

# Business Unit

The Business Unit successfully expanded its partnerships on both a global and local scale, introducing innovative products and services. These strategic efforts led to the development and implementation of groundbreaking solutions, significantly contributing to the realization of the objectives set forth in Vision 2030 and affirming the Unit’s strong commitment to transformation and value creation.

In line with stc’s strategy, the Business Unit has successfully positioned itself as the premier digital enabler and the partner of choice for business customers in the region. It has diligently worked to develop world-class offerings, creating a robust ecosystem of capabilities. This has enabled it to serve its customers with advanced digital solutions and verticals, showcasing its commitment to innovation and customer-centric service.

In 2024, the Business Unit forged a key partnership with New Murabba, formalized through a strategic partnership agreement to enhance and facilitate the implementation of advanced communications and information technology at New Murabba. The partnership will leverage a wide range of innovative digital solutions provided by stc in the future.

Another major development was stc’s strategic partnership with Diriyah Company to enhance the historical Diriyah project. Under this agreement, stc will deliver a comprehensive suite of modern technological solutions, transforming the Diriyah Gate project into a smart heritage area equipped with cutting-edge technologies.

The growth in private sector performance compared to the previous year is a significant achievement, driven by improvements in SME sales performance through the development of sales capabilities, the expansion of digital solutions and the promotion of innovation to accelerate business growth and operational efficiency.

Through these types of agreements, stc aims to drive digital and technical transformation across major projects in the Kingdom more broadly, enhancing infrastructure and digital services within its real estate sector by leveraging the most advanced solutions.

## Supporting key industry events

The Business Unit also placed great emphasis on sponsoring various global and local events, participating in several exhibitions to showcase stc’s capabilities across different sectors, including education, health and industry. Notably, stc’s involvement in the Future Investment Initiative Conference was focused on promoting sustainability initiatives with different partners, particularly in the education and health sectors.

At the International Cyber Security Forum 2024, stc showcased advanced cyber solutions, contributing to innovation in cybersecurity. stc also played a significant role in Arab Health 2024 Conference, presenting cutting-edge digital solutions for the medical and healthcare sectors to enhance digital integration in healthcare.

Furthermore, stc’s involvement in LEAP24 highlighted its focus on fostering future technologies through global investments and partnerships. As a major contributor, stc was the diamond sponsor at Capacity Middle East, the largest assembly for transport companies in the Middle East.

stc also supported the World Defense Show, the premier event for the security and military industries, as a partner and digital facilitator. In addition, as a strategic partner and digital supporter at the Global AI Summit organized by SDAIA, stc aided in advancing industry, innovation, infrastructure and the development of smart cities.

This active engagement in various high-profile events underscores stc’s pivotal role in shaping a future-oriented digital world.

## Business Unit in 2025

In 2025, the Business Unit is dedicated to reinforcing its status as a top-tier communication and digital enabler in the market, leveraging its strong relationships with local customers throughout the Kingdom.

Emphasizing its role as a foremost digital enabler in the region, it is set to sustain its upward trajectory, with a pivotal emphasis on Giga accounts. These efforts are a testament to the Business Unit’s unwavering commitment to delivering premium products, services and experiences to customers nationwide, reflecting its dedication to excellence and customer satisfaction.

Among stc’s focus areas is reflecting a new sales industry verticalization model to address the potential market growth areas by providing industrial specific solutions and products to meet the demand of each industry.

